

"WINTER NIGHTS"

Publix Opinion

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FIRST PAGES OF LEADING PAPERS SPREAD STORIES

Opportunity Contest Big National Boom For Publix

Backed by sixteen of the country's leading newspapers, the Publix National Opportunity Contest for 1927 has already shaped up as the most intensive publicity ten-strike ever engineered by an organization in or out of the show business. Clippings have been coming in to the Home Office during the past two weeks, or since the start of the contest simultaneously in all the unit theatre cities. They bring to light the fact that in every instance the Opportunity Contest has clicked for a first page story.

In many of the cities these first page stories are accompanied by streamer heads and three and four column picture layouts. During the past week, when the contests in the various cities started to gain full momentum, many treats in addition to those already planned were arranged for the lucky girls who will eventually emerge victorious. Dorothy Day, out at Omaha, has made arrangements to take the girls out to Drake University where they will be feted. On another morning she has arranged for a drive to Ames, about 35 miles from Omaha, for a visit to the big agricultural college. Gus Grist in Atlanta has made arrangements for a visit to Stone Mountain Memorial, a holiday at the East Lake Country Club, where Bobby Jones first learned how to swing a golf stick, a visit to the Federal prison and a visit to the cyclorama at Grant Park, where famous Civil War paintings are on view. In all of the cities the girls will be entertained by civic and social clubs.

Judging from the clippings that have already come into the Home Office, the eighteen girls, who will comprise the personnel of "Young America," in which production the Opportunity winners will open at the Paramount Theatre on July 9th, should constitute the highest type of American girlhood. From their pictures, most of the contestants are easy to look at and from reports coming in they are as gifted with histrionic talent as they are with pulchritude. In New York City, where the Evening Graphic is conducting the weeding out process, more than a thousand girls have already submitted their photographs. The actual elimination contests on the stages of the various theatres start this week. In a week or so all of the winners will have been selected.

CHEX OFF TO A FLYING START

AUSTRALIAN SONG BIRD



STELLA POWER

POPULAR PRIMA DONNA BACK IN PUBLIX UNIT

Stella Power, who scored such an instantaneous hit in all the unit theatres during her tour in "Pompador's Fan," is prima donna in John Murray Anderson's "Winter Nights."

DOCTORS' CALL SLIPS PLEASE OMAHA M. D.'S

A. G. Stolte, managing director of the Riviera Theatre, Omaha, Nebraska, placed that house in solid with local physicians by introducing a new doctor's call slip idea. Because of the continuous policy and exact time schedule in effect at the Riviera Theatre, the management had found it impossible to disrupt performances and interfere with patrons by attempting to locate professional men who were wanted immediately. Mr. Stolte had printed several thousand special call slips upon which might be indicated the exact aisle, row and seat location of the professional patron. To each physician in Omaha he sent a number of these call slips with a letter explaining their purpose and a request that they be kept handy. The letter further stated that when attending the Riviera Theatre the Doctor sign his name and present the slip to an usher, who would make a note of the exact seat location and thus be able to notify him without interfering with the performance.

Miss Power, noted pupil of Dame Nellie Melba, has won a distinctive place during her very extensive operatic career. She has appeared with the celebrated artists Mischa Elman, Ysaye and Dame Clara Butt.

Following her debut in Albert Hall, London, England, which was personally arranged by Dame Nellie Melba, Miss Power won many laurels for herself during four years and appeared with the famous Coldstream Guards Band. She left England for her native Australia and following her many successful tours there, again returned to this country. She has rejoined Publix to take a particularly notable part as the spectacular Snow Queen in John Murray Anderson's latest revue "Winter Nights."

EARLY SALE INDICATES PUBLIX TICKETS PLAN WILL BE BIG SUCCESS

The sale of Publix Chex got off to a flying start in all theatres last Monday, May 30th. There has not as yet been time to receive sales reports from all centers, but the advance information indicates that the majority of our managers are making preparations for a big sale during the introductory campaign. This is most important, for the future of any new proposition depends to a large extent upon the way it is first presented.

10,000,000 PERSONS KNOW OF OPPORTUNITY

The wide scope attained by the Publix Opportunity Contest and the manner in which it has been brought to the newspaper reading public of the United States is indicated in no better way than by delving into figures. Sponsoring the contest and co-operating perfectly with Publix are sixteen of the country's leading newspapers.

According to the latest figures the circulation of the papers behind Publix in its Opportunity Contest is as follows:—

New York Graphic.....	141,597
New Haven Times Union.....	15,548
Detroit News.....	334,052
Boston Traveler.....	141,316
Buffalo Evening News.....	134,469
Chicago Daily News.....	401,671
Indianapolis Times.....	53,702
Des Moines Evening Tribune.....	87,043
Omaha Bee.....	78,504
St. Louis Star.....	115,656
Atlanta Constitution.....	108,292
Houston Post Dispatch.....	63,609
Dallas Times Herald.....	60,803
Dallas Journal.....	46,034
San Antonio Light.....	55,671
New Orleans Item.....	84,895
Total	2,032,862

On the very conservative estimate that at least four persons read every newspaper run off a press we arrive at the staggering result that almost 10,000 persons in the country are constantly reading about Opportunity—and what is more to the point about PUBLIX.

UKELELE CONTEST GETS BIG PLAY IN BUFFALO

Charles B. Taylor, publicity director at Shea's Buffalo Theatre, Buffalo, had things in that town humming last week when he staged a ukelele contest. The stunt was worked with the co-operation of the ten leading music dealers of Buffalo, who combined to play it up well in newspaper advertising. The music dealers handled the entry blanks for the contest, which when properly filled out were submitted to the Shea's Buffalo Ukelele Contest Editor. Trials were conducted twice daily on the Buffalo stage for one week, and the best players were selected by applause from the audience. The winner was then booked in for a week's engagement at the Buffalo at a salary of \$100. The runner-up was awarded a prize of \$50.00 in gold, the third prize was worth \$25.00 and the fourth prize was a \$5.00 book of Publix Chex.

Taylor also arranged a good stunt with the Buffalo. News whereby prizes were given to the most courteous motorists in town. Ten passes were issued daily and the winners were all selected by Buffalo motorcycle policemen. The most courteous motorist of the entire week received a special prize, this being a \$2.50 book of Publix Chex.

Publix Chex offer to every manager, the greatest opportunity which has yet been presented for some real direct sales activity. Every sales advantage should be taken, working for a closer relationship between theatre and patron.

Theatres using mailing lists have an excellent medium for familiarizing their patrons with the advantage of Chex. Every mailing should include a flyer pointing out the advantages derived by the use of Chex.

Within the next two or three weeks, hundreds of thousands of boys and girls will be graduating from public, high schools and colleges. This means that thousands of fond parents, relatives and friends will be in the market for suitable graduation gifts.

Publix Chex should play a most important part in meeting this demand and every theatre should strive to get its share of this business. There is probably nothing which would be more acceptable as a gift to the average boy or girl, than a "pass" to the movies during the vacation period.

The graduation gift angle should be featured in all Chex advertising during June, and personal sales effort made in this direction. Lobby cards suggesting Chex Books for graduation gifts could undoubtedly be used to good advantage.

The ushers in most of our houses should already be actively engaged in the sale of Chex and competing for prizes. Many of these boys are in school and have contact with the members of the graduating class and their friends. An excellent opportunity is hereby offered for these ushers to call upon the friends and relatives of the graduates for the purpose of selling Publix Chex for graduation presents.

This field should prove a very lucrative one during the balance of the month, and every opportunity should be taken in order that our share of the business may be secured.



# ARNAUT BROTHERS, FAMOUS CLOWNS, MADE KINGS LAUGH

## BEGAN AS TOTS IN DAD'S SHOW

Have Made Thousands Roar Here and Abroad

The celebrated Arnaut Brothers appearing in John Murray Anderson's Publix stage show, "Winter Nights," were born in Sweden. Their father owned a circus and when they were only five and seven years old he put a clown make-up on them, told them to appear before the audience and be funny. Naturally the scared expressions on their faces were so ludicrous that they could not fail to be funny. Both boys were originally trained to do bareback riding but as it was necessary in those days to be able to do three or four different things, their father taught them eight things. While with their father's circus, they became internationally famous and played before kings. An American manager discovered them in Norway and in 1910 brought them to this country, where they have been ever since.

They have appeared with Harry Lauder, Evelyn Nesbitt Thaw, and Julian Eltinge. They also played for a season at the Hippodrome. During a three years tour in Europe they played before royalty and had two special command performances from the King and Queen of England and the Queen of Spain. They returned to this country, toured the Keith Circuit and have done some notable work for Vitaphone.

They prove a big hit in John Murray Anderson's spectacular production "Winter Nights" and their side-splitting whistling act as the He-Penguin and She-Penguin brings roars of laughter from the audience. These entertaining clowns don't miss a trick and never fail to evoke big applause.

## "ROUGH HOUSE ROSIE" NIGHTS AIDED GROSS AT LOS ANGELES

Hal Baetz, doing exploitation at the Metropolitan Theatre, Los Angeles under the direction of Jim Loughborough, got some great publicity for "Rough House Rosie" when that film played the Metropolitan. He arranged a series of "Rough House Rosie" rights in the biggest dance halls of Los Angeles. The basis of the idea was that the patrons come to the halls on "Rough House Rosie" nights wearing rough house costumes. The most original of these costumes won prizes for the wearers. All of the dance halls gave space to their stunts in newspaper ads and outside display. The Cinderella Roof even went so far as to put out a 24-sheet in front of its location in the heart of the down town section.

## TURNING OFF THE HEAT!



Nothing as appropriate as snowflakes could be found to set the cooling system in operation at the Paramount Theatre, New York, when the Metropolis witnessed its first warm day. So these real little "Snowflakes" from John Murray Anderson's "Winter Nights" were used to help start the cool waves on their way. The girls are Mitzi Tully, Helen Eagan, Dorothy La Crosse, Eleanor Dunn, Marie Lahkin and Sally Koss.

## PEPPY "PATCHES" PIPPINS PLAY GAME OF GOLF AT BREAK OF DAY

Oh Yes! The Gals Showed Perfect Form

That the Murray Anderson stage show "Patches" which started on tour last week is chuck full of real meaty publicity material, was indicated this week while the act was playing in New Haven. A. M. Roy, the local purveyor of publicity, got to work on this production as soon as the company arrived in New Haven, its first stop after leaving the Paramount Theatre. Within a few days he had enough pictures in the local newspapers to fill up an ordinary press book. The beauty of Roy's stunts was that they all were tied in with Alex Hyde, who was scheduled to open at the Olympia, New Haven, as personality band leader the week following.

Roy's first stunt was to link Marguerite Miller, the Black Bottom Marathon champion and the outstanding publicity feature in "Patches," with Hyde and his Jazz band. In addition to getting pictures showing the steps that enabled Miss Miller to dance thirty-nine miles without stopping, Roy sprung a story on the inventive genius of Hyde. This story concerned a small contrivance perfected by Hyde that would bead the eyelashes better than the hot mascara method generally employed. This story gave rise to other pictures showing the "Patches" girls as Hyde's pupils in the use of the eye bead.

Prior to the coming to New Haven of the "Patches" company, Jack Redmond, professional golfer, happened to be in New Haven and Roy arranged one morning to have the golfer and Hyde take the "Patches" beauties out to a local golf course. Because of the continued rain, the girls safe-guarded themselves by playing golf in bathing suits. This was another "natural" as far as pictures was concerned.

## WATCH THE PROFESSOR, GIRLS



After continued rain for nine days these Publix beauties took no chances. They went out and played game of golf in New Haven but prepared by donning bathing suits. Needless to say there was a big gallery.

## PAUL WHITEMAN RETURNS TO PARAMOUNT THEATRE

Paul Whiteman, with his orchestra, returns to the Paramount Theatre this week. Whiteman who recently closed in the Broadway show, "Lucky," will be at the Paramount for an indefinite period. He has plans for some very elaborate productions week after week, the first of which will be "Rushia," next week, followed by S. S. Syncopation. This is a radical change in the policy at the Paramount, with Whiteman acting as Master of Ceremonies at every show.

## SIX LITTLE PEAS FROM POD AND ALL FROM BOSTON TOWN

Six little girls from Boston, Mitzi Tully, Helen Eagan, Marie Lamkin, Eleanor Dunn, Sally Koss and Dorothy LaCrosse achieve some notable work in John Murray Anderson's latest revue "Winter Nights." This lively sextette was trained by Russell Markert and started their professional career with the Boston Rockets. They display some entertaining toe and ballet routine which should go over in a big way with any audience and their specialty dance in the finale leaves nothing to be desired.

## NELIDOFF FOUR IN PUBLIX SHOW

Russian Quartette Brought From Europe By Loew

Marcus Loew first discovered the Nelidoff Quartette while they were playing in Paris. He brought them to this country and engaged them for twenty weeks to tour the Loew's circuit. Following this engagement they toured the Publix Theatres Circuit and now appear in John Murray Anderson's fantastic conception "Winter Nights."

George Nelidoff was formerly stage director of the Bluebird Russian Company which played in New York and previous to his departure for this country was a noted opera singer in Petrograd.

The quartette has enjoyed a distinguished career and has played in seventeen countries in Europe. A well merited success in America has naturally followed.

## CLYDE COTTAM WINS LAUGHS IN DYING SWAN DANCE

Clyde Cottam's eccentric toe-dancing in John Murray Anderson's exotic fantasy, "Winter Nights," causes a lot of laughs. Miss Cottam's interpretive dance is a very clever burlesque of the Dying Swan and her original interpretation is more than amusing. The very talented toe-dancer has previously appeared in Mr. Anderson's "Bug-House Cabaret" and for a season was with the fourth edition of Earl Carroll's "Vantities."

## WHICH ARE THEY?

Publix Opinion Wants Press Agents' Selections On Best Unit Shows

Send Yours In Now



# You Know What Publicity Will Do For You! What Are You Doing For Publicity?

"Leave no stone unturned to give Publix the high standing it holds in the world of theatres."

## Publix Opinion

Published by and for the Press Representatives and Managers of

**PUBLIX THEATRES CORPORATION**

SAM KATZ, President

A. M. BOTSFORD, Dr. Advertising

JOHN E. MCINERNEY, Editor

### SPECIAL CORRESPONDENTS

Lem Stewart ..... Home Office, New York City  
Sam Palmer ..... Home Office, New York City  
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A. M. Roy ..... Olympia Theatre, New Haven  
Charles B. Taylor ..... Shea's Buffalo Theatre, Buffalo  
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Raymond Jones ..... Texas Theatre, San Antonio  
James Wiest ..... Metropolitan Theatre, Houston  
Maurice F. Barr ..... Saenger Theatre, New Orleans  
W. R. Allen ..... Loew's Palace, Memphis  
Gus Grist ..... Howard Theatre, Atlanta  
James Loughborough ..... Metropolitan Theatre, Los Angeles  
Jeff Lazarus ..... San Francisco

## Figures Don't Lie

At first thought the story in this issue of Publix Opinion regarding the millions of persons who have had Publix impressed on their minds through the medium of the Opportunity contest may sound far fetched. But you can't get behind the figures and figures—except some women's are not supposed to lie. There is no doubt that Opportunity has earned a wealth of worthwhile publicity for Publix. The movement to bring into the spotlight young entertainers that might otherwise blush unseen is a worthy one and one of which our organization should rightfully be proud. And the one hundred per cent manner in which the entire circuit has gotten behind this big national publicity movement is another thing of which to be proud. That this support has put Opportunity over with a bang is attested by the thousands of inches of valuable news space already garnered. And the contest is far from over. If anything let us keep getting bigger and bigger space on it.

## The News Reel

A great many alert theatre managers and press representatives have recently capitalized current news events with great success. News reels hold an important place in every program and have wide appeal if properly publicized. Whenever possible, the news reel should be featured in newspaper and lobby advertising. Outstanding events should always be sold conspicuously on the front of the theatre. A display listing of weekly news subjects will attract attention when conventional attraction copy fails. Our music department is continually devising new effects and accompaniments for news features and should be called upon for service ideas whenever there is any doubt as to proper musical setting. Many incidental short subjects and even trailers can be greatly improved and developed into better entertainment features by good accompaniment. This is not an original suggestion by any means but simply a reminder to renew our warfare against spotty performances. We might also revive that good old slogan, "If it's worth's playing it's worth advertising."

—SAM KATZ.

## Next Season

All District Managers will convene at the Home Office in New York in July. Plans and policies for the new season and all matters pertaining to operation will be discussed. Advertising, publicity and exploitation in particular, will be analyzed and national campaigns presented for consideration. Every manager and press representative should have reports and suggestions ready for the District Managers to bring up at the New York meetings. If you have any new ideas for local or circuit campaigning, be sure to have them in the hands of your District Manager in time for the July discussions. If you have constructive plans to improve any angle of operation, write them out in detail and they will be carefully considered. An accumulation of practical thoughts will go a long way in helping the entire circuit to realize the quotas which will be established for next season.

—A. M. BOTSFORD.

## SOLD NEWS REEL FOR BIG RETURN

### Augusta Tied Lindy Flight and Local Stunt

Here is an instance where the alertness of a manager to merchandise his news reel (co-incident with three fortunate events that enhanced its value), was entirely responsible for Friday and Saturday receipts, 25% above the average.

Early Friday morning, May 29th, fourteen of the big government bombers that had taken part in the war maneuvers in Texas, arrived in the City of Augusta. One of these aeroplanes was ordered to carry a gift from the City of Augusta to Mrs. Lindbergh, mother of the famous pilot.

Co-incident with the arrival of these giant planes in Augusta, and the current news about the successful flight of Captain Lindbergh, one can readily appreciate the local interest in Augusta. In addition to the fact that these exploits represented the major news item on the front page of every newspaper, the officers and pilots, who brought the planes from Texas, were extensively entertained.

Frank Miller, City Manager of the theatres in Augusta, on Friday and Saturday was featuring his first showing of the news reel, picturing the start of Lindbergh's flight from New York. Mr. Miller issued a special invitation to the fourteen pilots from Texas to be his guests to see Lindbergh's take-off, and in addition, the news reel shots of the scenes of their own maneuvers in Texas.

Thus, the news reel and Mr. Miller's enterprises were tied in with every one of the front page stories above referred to. Mr. Miller attributes the successful business which he enjoyed the two days in question, not to either of the feature films, but to his news tieup with the aviators of Texas and the news reel featuring Lindbergh.

## WHIRLING AROUND THE PUBLIX WHEEL

Paul Whiteman, the Maestro of Syncopation, begins an engagement of six weeks at the Paramount Theatre, New York, on Saturday, June 4th. Of course Paul will have his entire gang with him.

The band policy at the Olympia Theatre, New Haven, opened Saturday, May 28th, with Alex Hyde as personality band leader. The show went over with a bang with Gypsy Berne working in front of the band.

"Voice of the Nightingale," with Sybil Sanderson Fagan, which proved such an applause getter at the Paramount, is slated to go to New Haven and Boston.

"Opera vs. Jazz," Frank Cambria's show, closed this week at the Howard, Atlanta, after a most successful tour of the unit houses.

Boris Petroff is now staging the productions that accompany the Gene Rodemich band at the Metropolitan in Boston. Evelyn Hoey continues to be a sensation in front of the band at that theatre.

## SCHOOL CHILDREN STUNT HELPED BENEFIT SHOW

Manager J. P. Harrison staged a special benefit show for the Flood Sufferers on a Saturday morning in conjunction with a pre-showing of Rin-Tin-Tin in "Tracked by the Police" at the Publix Hippodrome Theatre, Waco, Tex.

Harrison trained and drilled over 200 school children in this beautiful stage attraction, and at the conclusion of the performance, all the children in their various costumes paraded from the theatre to one of the churches where motion pictures were taken. The parade of kids was six blocks long and attracted plenty of attention.

But the beauty of the whole stunt was that these 200 children went out and talked the picture up to everybody they came in contact with it.

Rin-Tin-Tin in "Tracked by the Police" played the following two days and receipts were far above the average.

## AS TEXAS GUINAN SAYS, GIVE US A LITTLE HAND

### Or in the Immortal Words of Paul Whiteman, "You Know What I Mean"

Once upon a time there was a regular fellow in Atlanta. Never had much to say but he had the knack of going out and putting it over with a bang. When Wheeler Wadsworth went down to Atlanta several weeks ago he got a reception that almost rivalled the one accorded Lindbergh on his Atlantic leap. It would have been a great story for our little hearthside journal but we never heard of it until the other day. C'mon Gus. Let's get some copy from Atlanta. And where's our old friend Ernie Geyer. He's always got a good stunt up his sleeve. Still we're not getting any for Publix Opinion. We're sure Bill Jacobs is knocking them dead in Kansas City, but we haven't got a stunt from Bill in so long that we're worried. In other words we want to get the stunts the whole gang is putting over. This is our seventh issue; the dice are still hot and we want them to stay hot. But we're looking for help from a lot of the boys we have not yet received a line from. Let's get going. What do you say Bud Gray, Ray Jones, Bill Pine and others. It's your sheet.

## Where the Unit Shows are Playing Week of June 5th

Paul Whiteman	Paramount	New York City
Winter Nights (Anderson)	Olympia	New Haven, Conn.
Sports Review (Petroff)	Metropolitan	Boston, Mass.
Patches (Anderson)	Buffalo	Buffalo, N. Y.
Vienna Life (Cambria)	Michigan	Detroit, Mich.
Birthstones (Anderson)	Chicago	Chicago, Ill.
Borrah Minevitch (Cambria)	Tivoli	Chicago, Ill.
The Sampler (Anderson)	Uptown	Chicago, Ill.
Way Down South (Cambria)	Layoff (5 days)	Chicago, Ill.
Memory's Garden (Anderson)	Ambassador	St. Louis, Mo.
Family Album	Newman	Kansas City, Mo.
Milady's Perfumes (Anderson)	Riviera	Omaha, Nebr.
Egypt (Petroff)	Capitol	Des Moines, Ia.
Stone Age Follies (Anderson)	Layoff (1 week)	Dallas, Tex.
Alpine Romance (Cambria)	Palace	San Antonio, Tex.
Sea Chanties (Anderson)	Texas	Houston, Tex.
Paper Revue (Petroff)	Metropolitan	N. Orleans, La.
Venetian Glass (Anderson)	Saenger	Memphis, Tenn.
Under The Brooklyn Bridge (Cambria)	Loew's Palace	Atlanta, Ga.
Chinese Jade (Anderson)	Howard	

Publix Theatres presents  
**"WINTER NIGHTS"**  
An Arctic Fantasy  
Devised and Staged by  
JOHN MURRAY ANDERSON  
Scene 1 - THE FOREST OF ICICLES  
"WINTER NIGHT"  
Sung by The Nelidoff Quartette  
Scene 2 - THE ICE PALACE  
(1)  
**THE SNOW FLAKES**  
The Six Russell Markert Dancers  
Mitzi Tully Dorothy LaCrosse  
Marie Lamkin Helen Eagen  
Eleanor Dunn Sally Koss  
(2)  
**THE SNOW MEN**  
The Arnaut Brothers  
(3)  
(a) "The Rising Sun"  
(b) "Raspochoh"  
(4)  
**THE WILD DUCK**  
Clyde Cottam  
(5)  
**THE SNOW QUEEN**  
Theme and Variations"  
Sung by Stella Power  
(6)  
**"THE LOVING BIRDS"**  
The He-Penguin - John Arnaut  
The She-Penguin - Rene Arnaut  
**FINALE**  
The Entire Company  
Scenery, designed by Herman Rosse  
Costumes, designed by Jacques Darcy  
Costumes executed by Brooks  
General Music Director,  
NATHANIEL FINSTON  
Production Department under the  
direction of FRANK CAMBRIA  
— \* —  
WARNER BROS. present  
DOLORES COSTELLO  
in  
**"A MILLION BID"**  
From the story by George Cameron  
Scenario by Robert Dillon  
Directed by Michael Curtiz



Publix



# Opinion

VOL. I

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No. 7

# OPPORTUNITY CONTEST EXCITES 10,000,000

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